

PROJECT NARRATIVE

OVERVIEW

Rancho Reata is an approximately twenty five (25) net acre (after three acre dedication for rights-of-way) mixed-use development to be located at the northeast corner of Alma School and Jomax Roads (the “Property”) in the northern portion of the City of Scottsdale (“Scottsdale”). The Property, formerly known as the “Cookshack” parcel, was zoned in 1984 to Planned Community Center, Hillside District (now referred to as “PCC ESL”). The zoning was accomplished prior to the development of surrounding master planned communities, the passage of the preserve initiative, and general plan amendments to the Rio Verde Planning Area. These changes over the years have limited the traditional absorption of commercial and retail uses on the few remaining commercially zoned properties, such as Rancho Reata, in the Pinnacle Peak area of Scottsdale.

The zoning stipulation amendment exhibit included with this request, sets forth the criteria for the Property, as required by the PCC zoning district. The owner of any portion of the Property is required to obtain Development Review Board approval of specific site plans, landscape plans, and elevations prior to any buildings being constructed on the Property.

This zoning stipulation amendment will allow sufficient planning and development flexibility to respond to market conditions. The zoning stipulation amendment includes additional restrictions relative to setbacks, the scenic corridor, massing of buildings, and building height, as well as a reduction in the overall commercial square footage of Rancho Reata.

REQUEST

This request is to amend stipulations approved in 1984 in order to develop the Property under current development conditions. Rancho Reata will adapt to current planning trends by integrating boutique and residential uses with resort and tourism retail. Additionally, smaller scale local community commercial uses will be utilized rather than relying on major anchors such as a large-scale grocery store and typical supporting uses.

CONTEXT

The Property is surrounded by resort, master planned communities and residential land uses. The area surrounding the Property includes a mix of zoning categories (PCC, C-2, R1-18, R1-35, R1-43, R1-190 and OS) and land use designations (commercial, suburban neighborhood and rural neighborhood). The development in the area includes the master planned communities of Estancia, Troon Village and Desert Highlands. Additionally, commercial and retail uses are in close proximity to the Property.

GENERAL PLAN DESIGNATION

In the City of Scottsdale 2001 General Plan, which was approved by the City Council in October 2001 and ratified by the voters in March 2002 (the “General Plan”) the Property has a land use designated of “Commercial”. The development plan is in conformance with the General Plan land use designation.

ZONING DISTRICT

The PCC zoning district has the following stated purpose in the City Zoning Ordinance:

The purpose of the planned community center district is to provide for a larger variety of goods than is normally found in a typical neighborhood shopping center. It is further intended to provide for a group of shoppers’ goods, personal, professional, repair, business and financial services. It is also intended to promote a more economical and efficient use of the land by permitting residential uses to allow a balance of day and nighttime activity.

The PCC zoning district promotes development with a mixture of uses, including retail, office and residential, to allow for development of a “live, work and play” environment. Additionally, the PCC zoning district encourages flexibility in the design and planning of the development.

DEVELOPMENT PLAN

As set forth above, the PCC ESL zoning district allows for a unique mix of commercial, retail, and residential uses. The zoning allows a maximum floor area ratio of eighteen percent (18%) of the gross lot area, which equates to a maximum of 200,000 square feet of buildable space with a maximum building height of thirty feet (30') and a maximum of one hundred and four (104) residential units. The development plan reflects a reduction in the overall intensity of uses to provide for a maximum of 168,000 square feet of commercial and office uses.

THEMATIC CHARACTER

The thematic character and architectural style for Rancho Reata will compliment Scottsdale's historic western heritage by showcasing southwestern building themes utilizing a combination of pueblo, territorial and western ranch architectural features and materials. In addition, Rancho Reata will incorporate a village planning pattern designed to depict structures built over time with the various complementary styles and materials blended together. All structures will be integrated by the use of architectural elements, landscape, and pedestrian and vehicular circulation.

Strong focal points at vehicular entries off of Jomax and Alma School Roads will provide excellent local service access to the commercial uses. Additionally, there may be pedestrian and equestrian access to pathways along the Reata Wash. Residential uses will be an integral part of Rancho Reata and compatible with the surrounding residential and resort communities. The proposed villas and casitas will utilize the same architectural theme as the commercial uses. The intent is to integrate the villas and casitas into the overall plan for Rancho Reata and to leave the Reata Wash that traverses the Property in its natural state. In addition, residential uses may be incorporated into the space and design of the retail uses such as "gallery villas" and "casitas office homes".

ORIENTATION OF BUILDINGS

Rancho Reata has been planned with this purpose in mind. Specifically, the development will promote a mixture of uses, including retail, office and

residential, to allow for development of a “live, work and play” environment. In order to accomplish this goal and in keeping with the requirements of the PCC zoning district, the same architectural theme will be utilized throughout the project. Additionally, emphasis will be placed on open space elements and at the time of final design, the use of courtyards will be incorporated into the building design. This can be expressed by the use of architectural design features, such as trellises, canopies, and pedestrian walkways connecting various elements of the project.

RESIDENTIAL COMPONENT

Another unique aspect of the PCC zoning districts is the ability to integrate residential uses within and throughout commercial and retail development. This integration of residential uses can be accomplished either vertically or horizontally throughout a development. The concept for Rancho Reata is to integrate the residential uses throughout the site, including incorporating residential uses into the space and design of the retail uses such as “gallery villas” and “casitas office homes”. The intent is to also have residential uses such as townhomes or condominiums on the northern portion of the site. All of the buildings, including the residential buildings, will be designed with common architectural elements and a common landscape theme. Additionally, the pedestrian and vehicular circulation design will be such to provide connectivity to all parcels within the site.

SUMMARY

The development of Rancho Reata complies with the commercial land use designation of the General Plan. Additionally, Rancho Reata fulfills the “live, work and play” purpose of the Planned Community Center zoning designation with its mix of uses and proximity to surrounding development. Rancho Reata will provide Scottsdale with a unique development, on a historically located property, while showcasing the area’s western heritage and tourist destinations.

STIPULATIONS FOR 105-Z-84

RANCHO REATA

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1. Development shall be in ~~substantial~~ conformance with the **Zoning Stipulation Amendment Exhibit** plan **prepared by Tornow Design Associates, P.C. and** submitted as part of the **this** application.
2. ~~No building permits shall be issued prior to the installation of an approved and operational water system with an~~ Approved fire protection system shall be in place and operable to serve the project **consistent with current Fire Department Policy.** ~~location for which a building permit is issued.~~
3. The applicant understands and acknowledges that he is responsible for the construction and dedication of all water and sewer facilities necessary to serve this development.
4. ~~The applicant understands and agrees that the granting of zoning does not and shall not commit the City to the extension, construction or development of either water or sewer facilities (including but not limited to reservoirs, lines, mains, boosters and storage facilities) to, or, or near the applicant's development. The City Capital Improvement Plan projects substantial water production and transmission facilities to serve the subject property.~~
5. The applicant understands that constructing water and sewer facilities as provided herein shall not be in lieu of any water development fee, sewer development fee, or development tax, which is applicable at the time building permits are granted.
6. The major wash shall have a 100-foot minimum **average and (50) foot minimum** Vista Corridor Scenic easement concurrent with any other easements.
7. **All native plant material shall be salvaged in accordance with C.O.S. Native Plant Ordinance.** ~~All saguaro, hedgehog and barrel cacti necessarily uprooted for road, building or similar construction shall be stockpiled during construction and shall be replanted in landscaped areas or donated for public use in accordance with state statute and permit procedure.~~
8. Where water and sewer lines shall be installed in advance of the preparation of detailed street improvement plans, **they shall be installed at the developer's risk.** ~~the applicant shall prepare for the approval of the City a detailed Master Plan of those streets giving precise vertical and horizontal alignments. This will be required prior to the preparation of any water or sewer plans. The street alignment for those streets shall be staked by the~~

STIPULATIONS FOR 105-Z-84

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developer and inspected on-site by the City to ensure minimal environmental and hydrological impact.

9. The design and construction of buildings, structures, and paving within and along the Vista Corridor wash shall be given special consideration by the Development Review Board to assure minimal disruption to the native desert and to assure a harmonious relationship between the wash and buildings.
10. A detailed conceptual drainage report shall be submitted with the and approved prior to Development Review Board application. ~~Said report shall identify drainage conditions without considering the earthen dam upstream. Should the dam remain, the applicant shall be responsible for a proportionate share of the cost of maintenance, unless other provisions have been made for said maintenance.~~
11. **The applicant shall be responsible for completing the following roadway improvements once certificates of occupancy have been issued for seventy five percent (75%) of the site.** ~~Street right-of-way dedications and roadway improvements shall be according to the following:~~

	<u>Right-of-Way</u>	<u>Cross-Section</u>
Jomax Road	45' (half-street)	30.5' (half-width)
Alma School Parkway	45' (half-street)	30.5 (half-width)

The 30.5 half-street improvements for Jomax Road shall consist of a 4.5' half-median and 26' full-width hillside local collector. Ultimately, the improvements will consist of two parallel 26' sections operating as a four-lane divided roadway.

12. ~~Street dedications shall be made within 6 months of the date of City Council approval.~~
13. **Residential uses will be considered physically integrated so long as all structures use common architectural elements and a common landscape theme, as well as pedestrian and vehicular circulation that provide connectivity to all parcels within the site.**

RANCHO REATA ZONING STIPULATION AMENDMENT SUPPLEMENTAL PROJECT NARRATIVE

Case # 129-PA-2003

ZONING DISTRICT

As set forth in the Project Narrative, the Property is zoned Planned Community Center (“PCC”) which encourages flexibility in the design and planning of the development. The PCC zoning district sets forth the following purpose in the City Zoning Ordinance:

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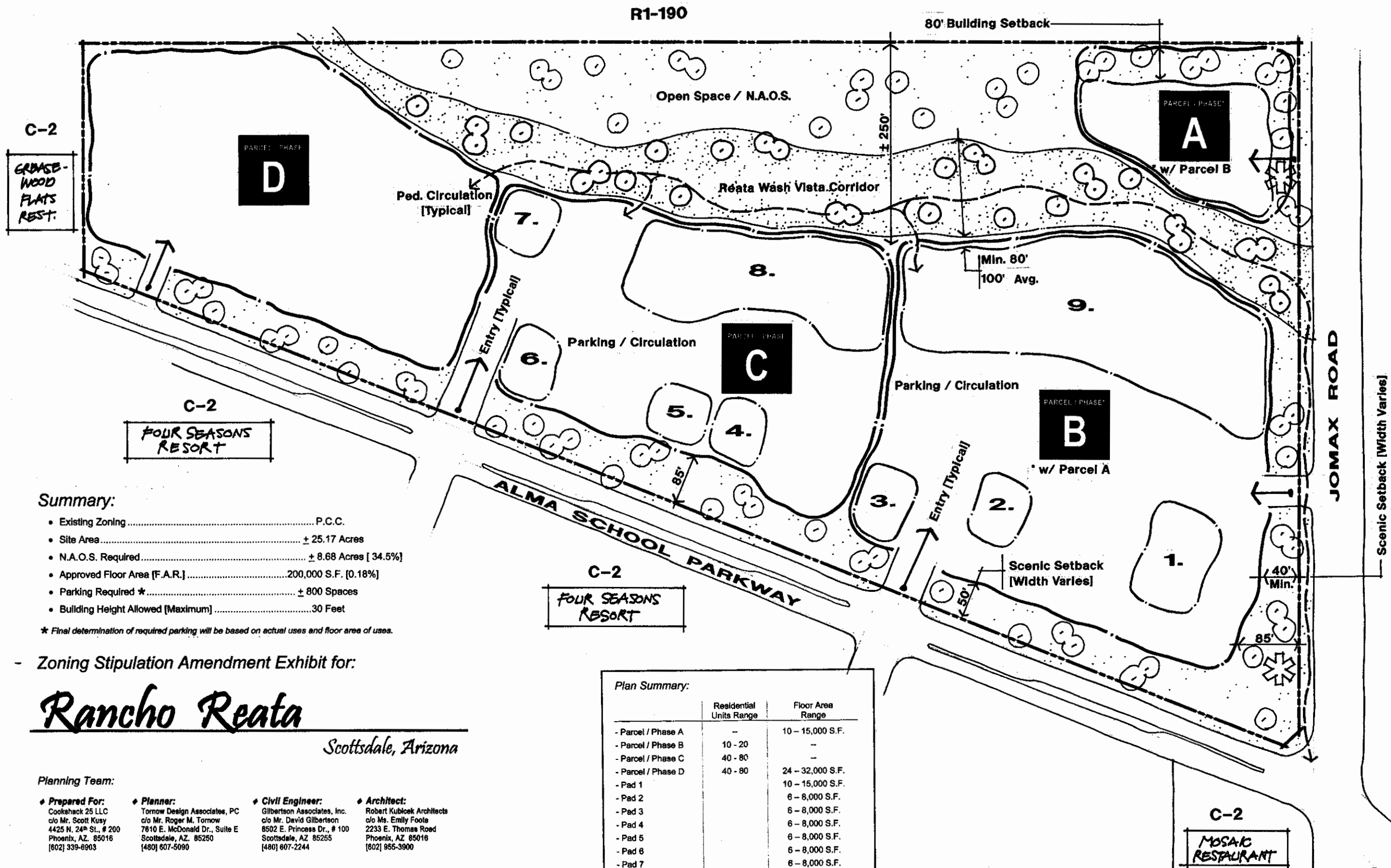
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Summary:

- Existing Zoning P.C.C.
- Site Area ± 25.17 Acres
- N.A.O.S. Required ± 8.68 Acres [34.5%]
- Approved Floor Area [F.A.R.] 200,000 S.F. [0.18%]
- Parking Required * ± 800 Spaces
- Building Height Allowed [Maximum] 30 Feet

* Final determination of required parking will be based on actual uses and floor area of uses.

- Zoning Stipulation Amendment Exhibit for:

Rancho Reata

Scottsdale, Arizona

Planning Team:

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Plan Summary:

	Residential Units Range	Floor Area Range
- Parcel / Phase A	--	10 - 15,000 S.F.
- Parcel / Phase B	10 - 20	--
- Parcel / Phase C	40 - 80	--
- Parcel / Phase D	40 - 80	24 - 32,000 S.F.
- Pad 1		10 - 15,000 S.F.
- Pad 2		6 - 8,000 S.F.
- Pad 3		6 - 8,000 S.F.
- Pad 4		6 - 8,000 S.F.
- Pad 5		6 - 8,000 S.F.
- Pad 6		6 - 8,000 S.F.
- Pad 7		6 - 8,000 S.F.
- Pad 8		15 - 20,000 S.F.
- Pad 9		40 - 50,000 S.F.
Totals [Maximum]	100	200,000 S.F.

* Proposed Retention Basin

ZONING STIPULATION AMENDMENT EXHIBIT